

V.S. LEGENDS SWEEPSTAKES

Following are the elements for the proposed V.S. Legends Retail Sweepstakes.

- Sweepstakes will be executed in each market at a Retail Chain that has agreed to become an associate sponsor at the Legends event.
- Each market will have three winners:
 - *Consumer
 - *Retailer
 - *FSF
- Prize will consist of an all expense paid trip for two to the season finale in Delray Beach, Dec 7-8:
 - *Total of 36 people
 - *Airfare
 - *Transportation
 - *Hotel
 - *Meals
 - *Tickets
 - *Meet/Greets
 - *V.S. gear to wear at event?
- Sweepstakes will be delivered via an in-store "Tear Pad"
 - *Questions:
 - Execution
 - +Time Frame
 - +Sweepstake House
 - +Able to provide trip elements also
 - +Bidding Process
 - +Bid Waiver-(Window of opportunity for execution in Chicago).
 - Tear Pads
 - +How many
 - +Language/Format
 - +Delivery/Replenishment-PM Express
- Next Steps

2071665342